



# UTAH STATE FAIRPARK

NATURAL RESOURCES, AGRICULTURE, AND ENVIRONMENTAL  
QUALITY APPROPRIATIONS SUBCOMMITTEE

FEBRUARY 7, 2019

# UTAH STATE FAIRPARK



## 2018 Business Highlights

- Produced what is being labeled as our most successful Utah State Fair in history.
- Increased the number of events hosted at the Fairpark over prior year.
- Worked closely with DFCM to correct several building and grounds deficiencies.
- Generated first time ever positive earnings before appropriation!

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## 2018 Arena Update

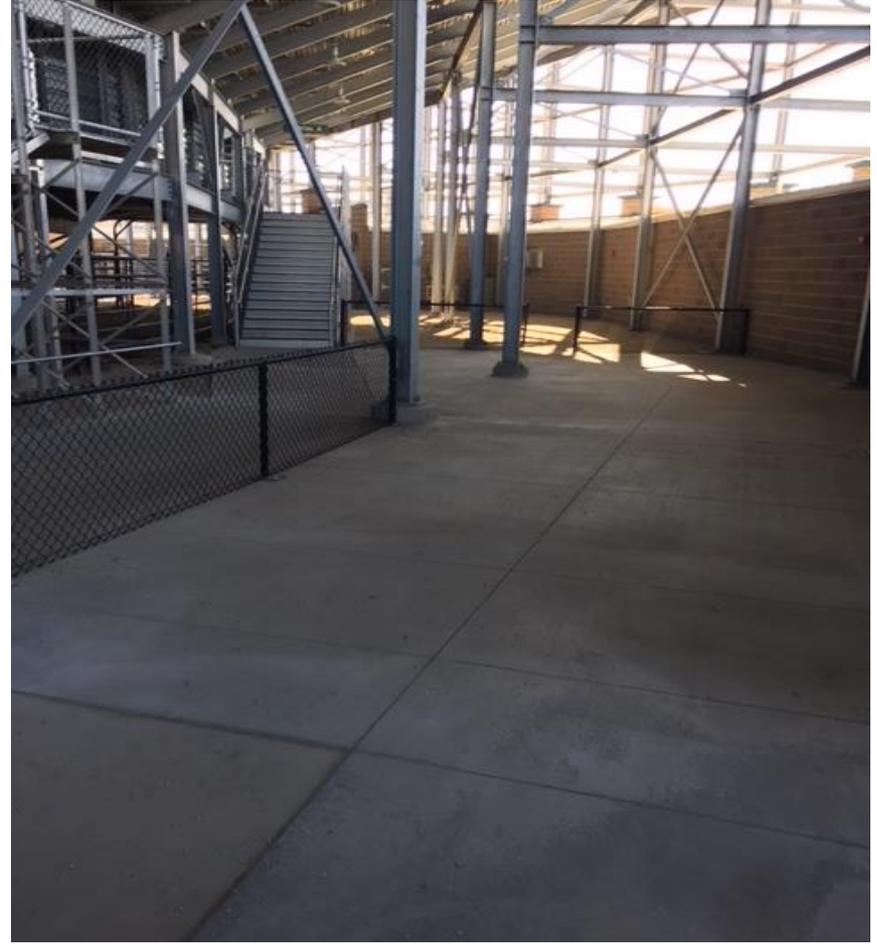
- Successfully completed numerous improvement projects: a few Examples
  - LED screens, shade for concessions and announcers



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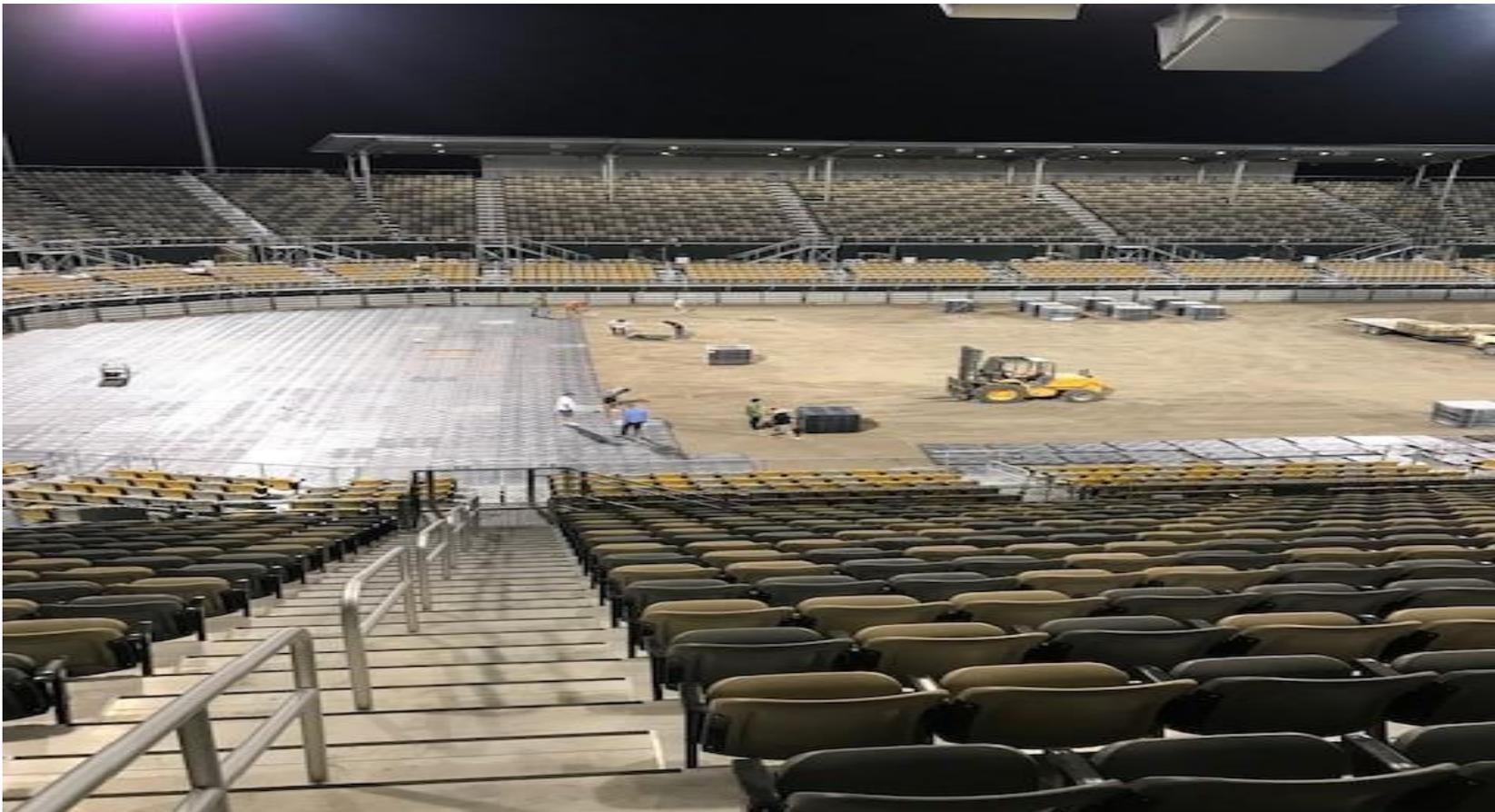
## New Cement & Fencing



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## Multi Use/ New Flooring



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## 2018 State Fair



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## 2018 Utah State Fair Performance Review

- Attendance: 283,462 attended the Fair in 2018
  - An increase of 10.6% over prior year.
- 10,653 Competitive Exhibits and 4,311 Exhibitors.
  - Up 3.5% over prior year
- Carnival ride revenue exceeded “historical best.”
  - One of only three fairs in the ride operator’s history to exceed the \$1 MILLION mark.
  - Total ride and midway gross revenue: \$1,429,339
  - Up \$317,191 over prior year.

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## 2018 Utah State Fair Cont.

- Concessions “Food & Beverage” gross revenue of \$2,229,426 exceeded historical best
  - Up 31.5% over prior year.
- Parking revenue was up 19.5% over prior year
- Arena event gross revenue of \$500,116 versus \$103,068 in 2017
  - Up 486% over prior year
- Total fair gross revenue \$3,962,508
  - Up 38.9% over prior year. (\$1,104,223.35)
- Total fair expenses were up 14.5% over prior year (+\$320,684)
- Net Fair Earnings: \$1,576,111
  - Up 101% over prior year (\$783,539)

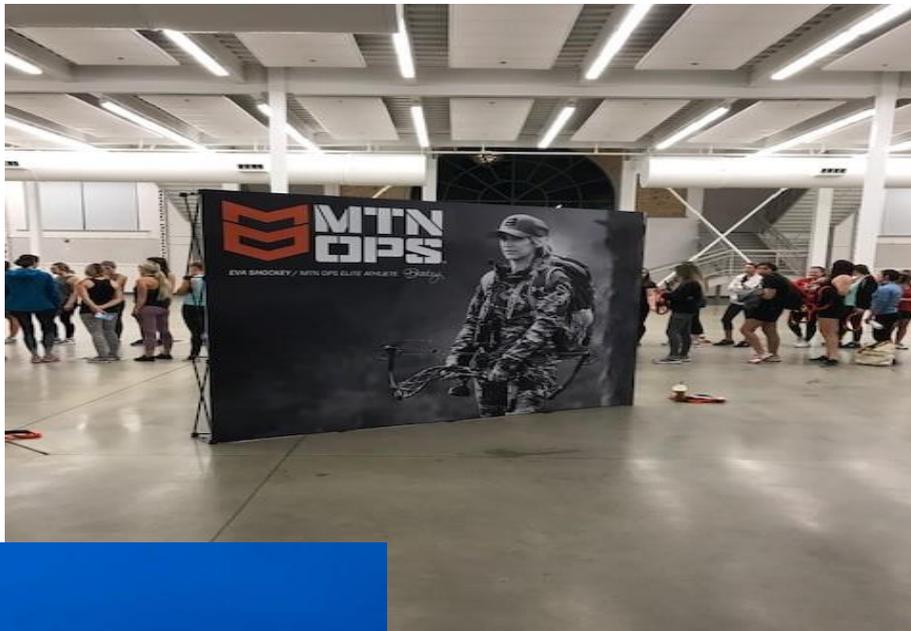
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## 2018 Fair Revenue Assumptions

- The weather was beautiful 10 of the 11 days.
- Our creative materials and marketing plan was well received by the public. We supported the plan with an extensive advertising campaign which included Billboards, Television, Social Media, Digital, Transit Ads, Radio, and Print Ads to convey our message.
- Superb content! We provided highly attractive live acts in the arena, Dan & Shay, Kansas, Collective Soul and more. We surprised guest with fun and engaging grounds entertainment acts that the entire family could enjoy, and produced numerous hands on educational exhibits.
- Animals....
- Great Staff & Volunteers!!!!

# UTAH STATE FAIRPARK 2018 Events



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## 2018 Events

The Fairpark team successfully increased the number of events held at the Fairpark. A few notable events:

- Chinese Lantern Festival
- Days of '47 Rodeo
- Market Beautiful
- Scottish Festival
- Utah Beer Festival
- Pumpkin Nights
- Western Winter Sports Recreation Association trade shows (3)

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## Fairpark YTD Financial Performance

- Arena event gross revenue up substantially over prior year:
  - \$1,274,488.00 vs. \$194,256.00 in 2017
  - Net earnings were up \$537,775.00 over prior year. \$280,262.11 vs. -\$257,513.00 in 2017
- Non Fair Events gross revenue up 64.0% over prior year
  - \$987,138.00 vs \$771,820.00 in 2017.
- Fairpark gross revenue up **\$1,390,984** over prior year.
  - YTD gross revenue \$5,592,698 vs. \$4,178,095 in 2017.

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## 2019 Challenges

- Traffic - we need to find a solution to traffic and parking issues.
  - Partner with other state agencies along North Temple and utilize state parking lots after traditional work hours and weekends. We will need to provide bus service between the new lots and the Fairpark.
  - Partner with UTA and provide incentives for our guests to use public transportation.
  - Partner with “ride sharing” companies and provide separate and exclusive drop off locations for guests who take advantage of ride share.
- Long lines to purchase day-of tickets, digital Kiosks?

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## 2019 Fairpark Planned Improvements

- Replace worn exterior siding on guest services building: \$70,000.00 to \$90,000.00
- Deferred maintenance entertainers trailer: \$20,000.00
- Ticket Kiosk: \$25,000.00
- Mobile food trailers for arena (fryers): \$43,000.00
- Install heat in barn #9: \$36,000.00
- Air curtains in food court: \$14,500.00
- LED signage for park: \$12,500.00
- Relocate arena production studio to building 800 thereby freeing up space for announcer and judges in announcer booth: \$35,000.00

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## 2019 Fairpark Planned Improvements Cont.

- Replace badly worn round banquet tables, and Pipe and Drape: \$35,000.00
- Replace computer server and purchase new tablets to support new CRM system: \$18,000.00
- Replace broken hog panels: \$32,500.00
- Purchase new livestock panels for the livestock auction: \$6,500.00
- Update agriculture educational exhibits: \$30,000.00
- Replace badly worn fine art exhibit display boards: \$22,500.00
- Install window blinds in new hospitality & ticket building: \$7,000.00
- Remodel competitive cooking kitchen in the Zions building. Replace broken appliances. Replace broken floor tile and antiquated cabinets. \$33,450.00

Total: \$460,950.00

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## 2019 Legislative Appropriations Request

- \$550,000.00 Base Budget plus earned credits (Governor's budget)
  - To address deferred maintenance issues
  - Replace outdated and beyond repair rental items – tables, banquet chairs, AV/ system in grand building, pipe & drape, etc.
  - Support new growth

# VANS® OLYMPIC- CALIBER SKATEBOARD PARK



A “Public and Private” partnership between Vans®, the original action sports brand and icon of creative expression; the Utah Sports Commission and Utah State Fair Corporation to build the first and only “built to Olympic specification” competition-grade skateboard park in North America.



# VANS® OLYMPIC- CALIBER SKATEBOARD PARK



The new skateboard park will be located at the Utah State Fairpark and will host the annual championship round of the Vans Park Series, the largest and richest skating event in the United States.



# VANS® OLYMPIC-CALIBER SKATEBOARD PARK



The annual Vans Park Series championship will produce an estimated economic impact of \$4 million and another \$8 million in projected media value to state tourism.

The estimated annual earnings paid to the Utah State Fair Corporation will exceed \$225,000 dollars annually.



# VANS® OLYMPIC-CALIBER SKATEBOARD PARK



Cost to build the park is estimated at \$500,000 (estimate provided by Vans®) and requires the creation of a unique public partnership relationship, as follows:

- \$300,000 State of Utah investment
- \$200,000 Vans investment



# VANS® OLYMPIC-CALIBER SKATEBOARD PARK



Proposed Location: Former Grandstand Area



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## 2019 Legislative Appropriations Request

- \$300,000.00 in one-time appropriations
  - Public-private partnership to build the skateboard park